

Fiscal Year
2022 - 2023

Marketing Plan



Marketing Plan FY 2022-23

OmniTrans' Marketing and Communications Department plays an essential role in:

- Communicating and advancing the Agency's long-term goals,
- Promoting use of Agency services,
- Enhancing public awareness and support,
- Ensuring an agencywide customer service culture, and,
- Developing revenue and partnership opportunities.

The annual Marketing Plan reviews the previous year's activities and outlines a strategic approach to attract and retain customers while enhancing community engagement and support in the coming year. In Fiscal Year 2023 (FY 2023), the department will continue its focus on rebuilding ridership while promoting new initiatives.

Fiscal Year 2022 – 23 Goals



GOAL 1: Build Ridership

- Promote first and last mile shuttle service
- Promote expanded OmniRide service
- Promote multimodal connections, including Arrow rail
- Continue 100 percent bilingual campaigns



GOAL 2: Elevate Customer Experience

- Promote fare capping
- Promote pass distributor program to social service agencies
- Secure long-term funding for "Free Fares for School" Program



GOAL 3: Strengthen Partnerships

- Partner with neighboring agencies/organizations to promote regional connectivity
- Bolster GoSmart college partnerships
- Implement targeted corporate promotions



GOAL 4: Adopt and Promote Customer-Facing Technology

- Publicize innovations in trip planning, feedback and fare payment
- Initiate internet search engine optimization program
- Support agency strategic and operational innovation efforts



GOAL 5: Targeted Community Engagement

- Support civic/corporate efforts to promote service and attract customers
- Implement Youth and Customer Councils
- Increase awareness of OmniTrans' regional value among target audiences

Marketing Plan FY 2022-23

Fiscal Year 2021 - 22 Strategies and Results



Free Fares for School Program

- 15.8 million impressions generated
 - Multi-channel campaigns for maximum reach, including channels new to agency
 - Digital and outdoor billboard ads most effective – more than 100x more effective than terrestrial radio
- 370,000 rides taken since August 2021

Hispanic Evergreen Campaign

- Greatest number of evergreen campaign impressions
- Resonated with parents
- First-ever influencer campaign – “Denise Digital” – generated 1.3 million impressions over radio and social media



OmniRide Upland, Bloomington

- Agency’s second and third microtransit services launched in FY 2022
- Multi-channel campaigns including Google Search generated 130,000 impressions
- Grand opening event and outreach including utility inserts, presentations, farmer’s market participation, community e-blasts helped promote service; OmniRide Bloomington ridership surpassed other OmniRide services in first month of service

Customer Service

- Transit and OmniRide On-Demand App integration
- Self-service tool use (Transit App, NexTrip, Chat, OmniAlerts) increased 7 percent year over year

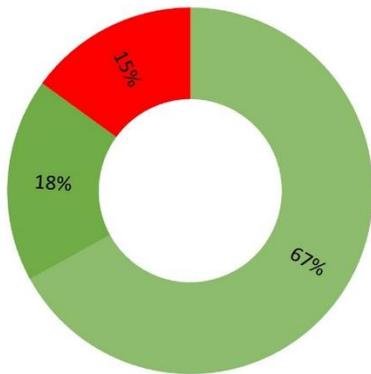
Marketing Plan FY 2022-23

MARKET TRENDS

Public Awareness

Overall Awareness

■ Very Familiar/Familiar ■ Customers ■ Have Not Heard Of



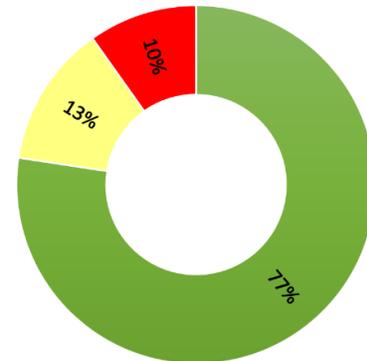
- Omnitrans achieved 85 percent overall public awareness in its most recent community survey, conducted in 2020 in conjunction with the development of agency strategic initiatives.

- Awareness of Omnitrans in East Valley communities is double awareness in West Valley, information which reflects system ridership and reinforces a niche-based approach to marketing.

Customer Satisfaction

- 77% of fixed route riders gave Omnitrans a positive rating in a 2021 online survey conducted by the American Bus Benchmarking Group (ABBG), a five percent decrease from 2020.
- Omnitrans scored higher than its transit peers in overall satisfaction and 13 of 20 satisfaction areas, including all areas of customer care and timeliness.

Customer Satisfaction

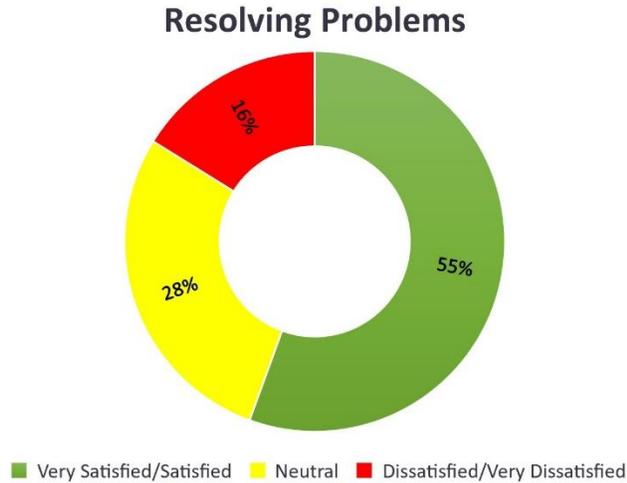


■ Very Satisfied/Satisfied ■ Neutral ■ Dissatisfied/Very Dissatisfied

Marketing Plan FY 2022-23

Problem Resolution

- 55% of fixed route riders gave Omnitrans a positive rating in a 2021 online survey conducted by the American Bus Benchmarking Group (ABBG), a one percent decrease from 2020.



- Omnitrans scored higher than its transit peers in this area for the fifth year.

- While an uptick in service-related complaints has undoubtedly had an impact in customer perception of problem resolution, Omnitrans will continue to make this area a priority via efforts including expanded reporting and departmental collaboration.

Ridership

- In FY 2022, Omnitrans' systemwide ridership was 4.9 million trips, which is an approximately 27% increase from the prior year. Rebuilding ridership will continue to be a priority in the coming year.

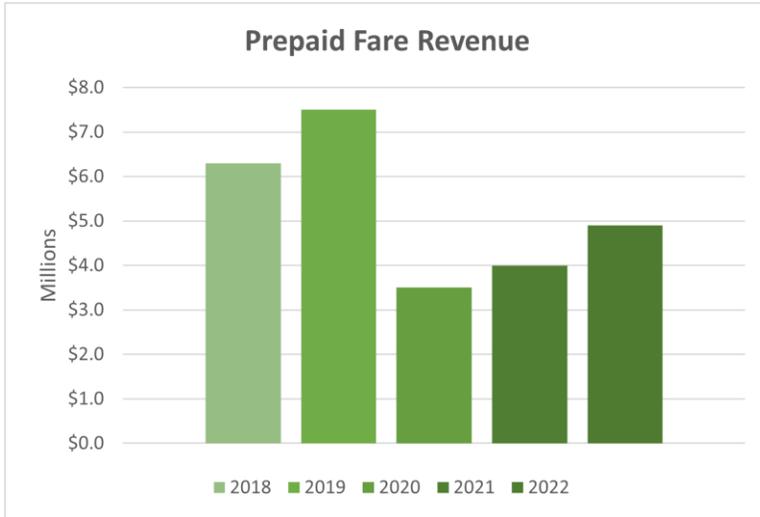


- The pandemic continues to impact ridership throughout the nation: in Southern California, transit agencies continue to experience 55 – 60% of pre-pandemic ridership.

Marketing Plan FY 2022-23

Revenue

- Total pre-paid fare revenue is projected to be \$4.9 million in FY 2022 from all sources including retail outlets, the San Bernardino Transit Center, online store, mobile fares, GoSmart programs, and ticket vending machines.



- This 20% increase reflects a slow rebuild of fare media purchases following the COVID-19 pandemic, as well as the implementation of the Free Fares for School program.

- Use of prepaid fare media and the 2021 receipt of a grant for onboard mobile fare validators minimizes use

of cash payments, which require more boarding time and administrative costs and require additional operator contact.

- Omnitrans has offered mobile fares since August 2017, via both the Token Transit and Transit apps. In FY 2022, purchases on this smartphone payment option increased by more than 20%. To facilitate continued growth of mobile tools, Omnitrans completed the integration of the Transit app and OmniRide On-Demand app late in FY 2022. This allows customers of all Omnitrans services to plan their trip, track their bus, and pay their fare in one single app (Transit).

- System advertising provides benefits including a revenue stream and opportunity for self-promotion, as well as challenges such as branding conformity and policy restrictions. Omnitrans is currently in the last year of a five-year advertising contract.



- Advertising revenue totaled \$746,571 in calendar year 2021, up 15% from 2020.



Marketing Plan FY 2022-23

KEY PERFORMANCE INDICATORS

RETAIN EXISTING AND ATTRACT NEW CUSTOMERS

System Ridership

FY 2023 Target	+30%
FY 2022 Target	+63%
FY 2022 Actual YTD	+27%

INCREASE REVENUE

Bus Pass Sales Revenue

FY 2023 TARGET	+20%
FY 2022 Target	+20%
FY 2022 Actual YTD	+20%

Advertising Revenue

FY 2023 TARGET	5%
FY 2022 Target	+0%
FY 2022 Actual YTD	15%

MAINTAIN HIGH CUSTOMER SATISFACTION

Customer Satisfaction (favorable)

FY 2023 TARGET	85%
FY 2022 Target	85%
FY 2022 Actual YTD	77%

Call Center Efficiency (abandoned calls)

FY 2023 TARGET	<12%
FY 2022 Target	<13%
FY 2022 Actual YTD	8.2%

MAINTAIN HIGH PUBLIC AWARENESS

Public Awareness

FY 2023 TARGET	90%
FY 2022 Target	92%
FY 2021 Actual	85%

Outreach (events)

FY 2023 TARGET	+5%
FY 2022 Target	+5%
FY 2022 YTD	+50%

Media Coverage (favorable)

FY 2023 TARGET	70%
FY 2022 Target	70%
FY 2022 Actual	78%

Available Key Performance Indicators will be reported quarterly and utilized to assess the impacts of and make adjustments to the Marketing Plan in order to achieve its desired promotion, awareness and development goals.